Website Performance Analysis Report

August 2021

# Contents

I.   INTRODUCTION

This report analyzes the **SEO performance of Uniace**, a data-teaching center, for the month of **August**. It examines key metrics such as **traffic sources**, **user engagement**, and **search topics** to assess how effectively our content is reaching and engaging the audience. The findings will help guide improvements in SEO strategies, enhance content relevance, and optimize user experience to drive growth and visibility in the competitive online education market.

II.   MAIN FINDING

1. Website Traffic Overview.

	LIST ADDITION
	2529
	ODER SOLD
	615
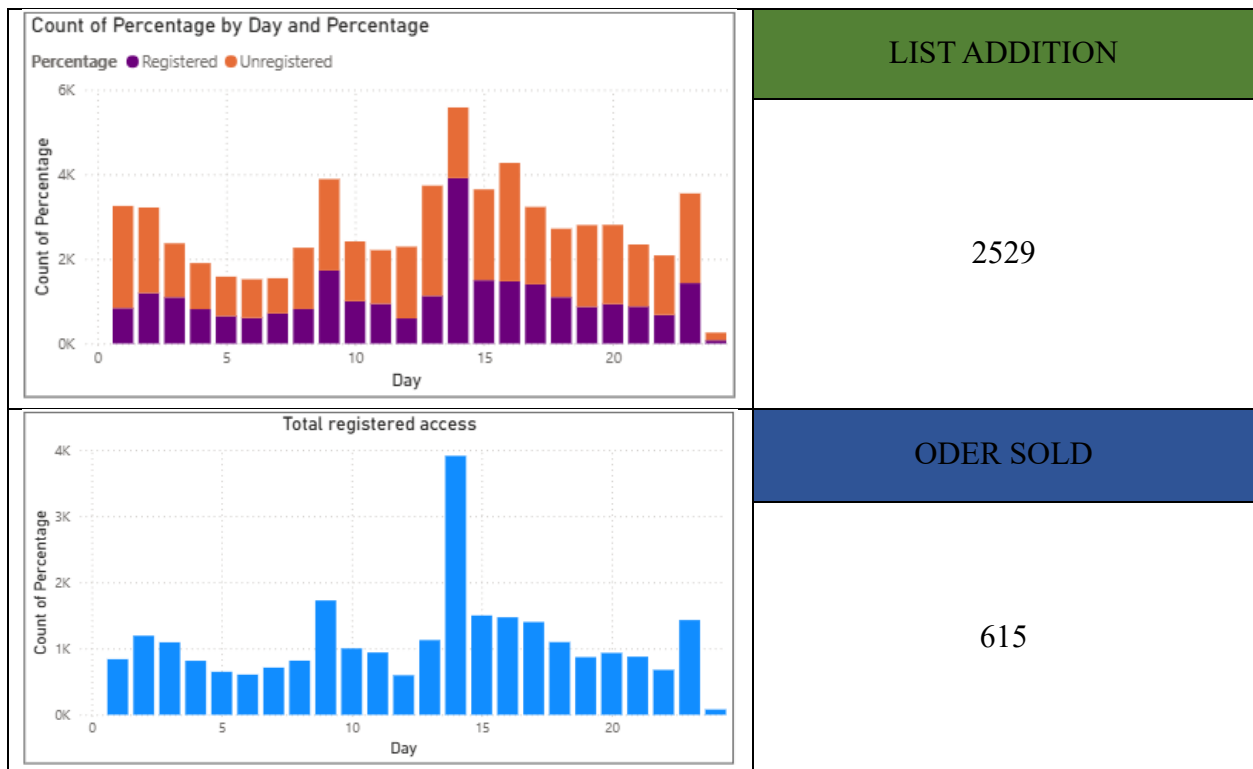
- During August, Uniace witnessed a variability in registration activity throughout the month. **The highest volume of traffic occurred from day 13 to 20 of August.** On 14th, the number of access and number of registered accesses reached the peak (5584 accesses and 3913 registered) account for 8.45% of total access of August.
- **Page views** are significantly higher than unique page views (50,038 and 14,956), indicating that users are revisiting your website frequently. This **suggests good content engagement and likely interest in multiple pages and user**
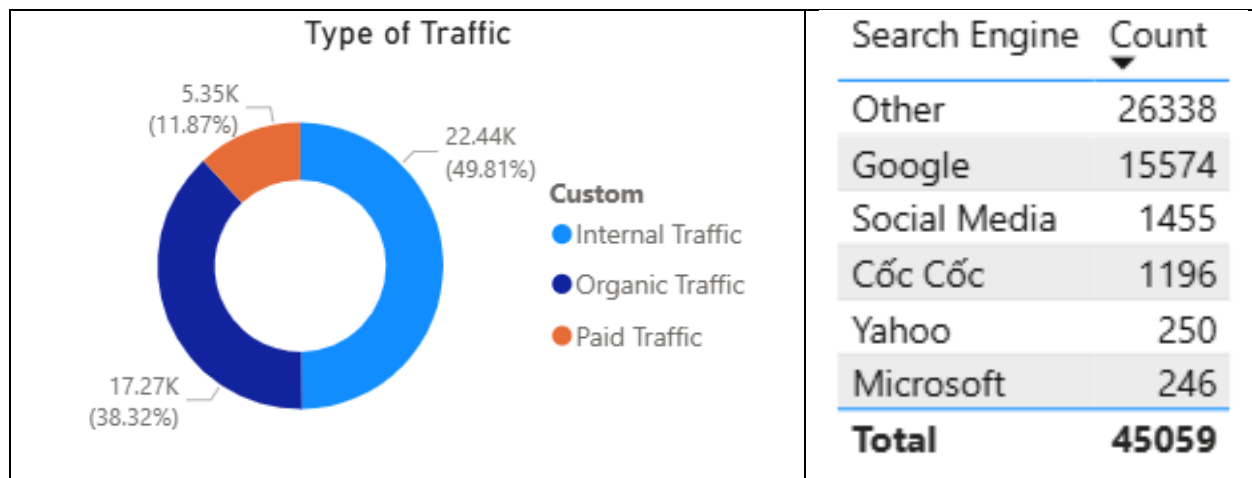
- Conversion rate from visitor to registration is 4.11% and from registration to order is 25.2%, which is a decent rate
- Although the user engagement with Uniace website show some positive, with 2,529 and 615 orders, there's a significant gap.

  ➢ Visitors are spending time on the site and engaging with multiple pages. However, **users are showing interest in products but not necessarily completing purchases.**

2. Visitor Engagement and Content Relevance Analysis

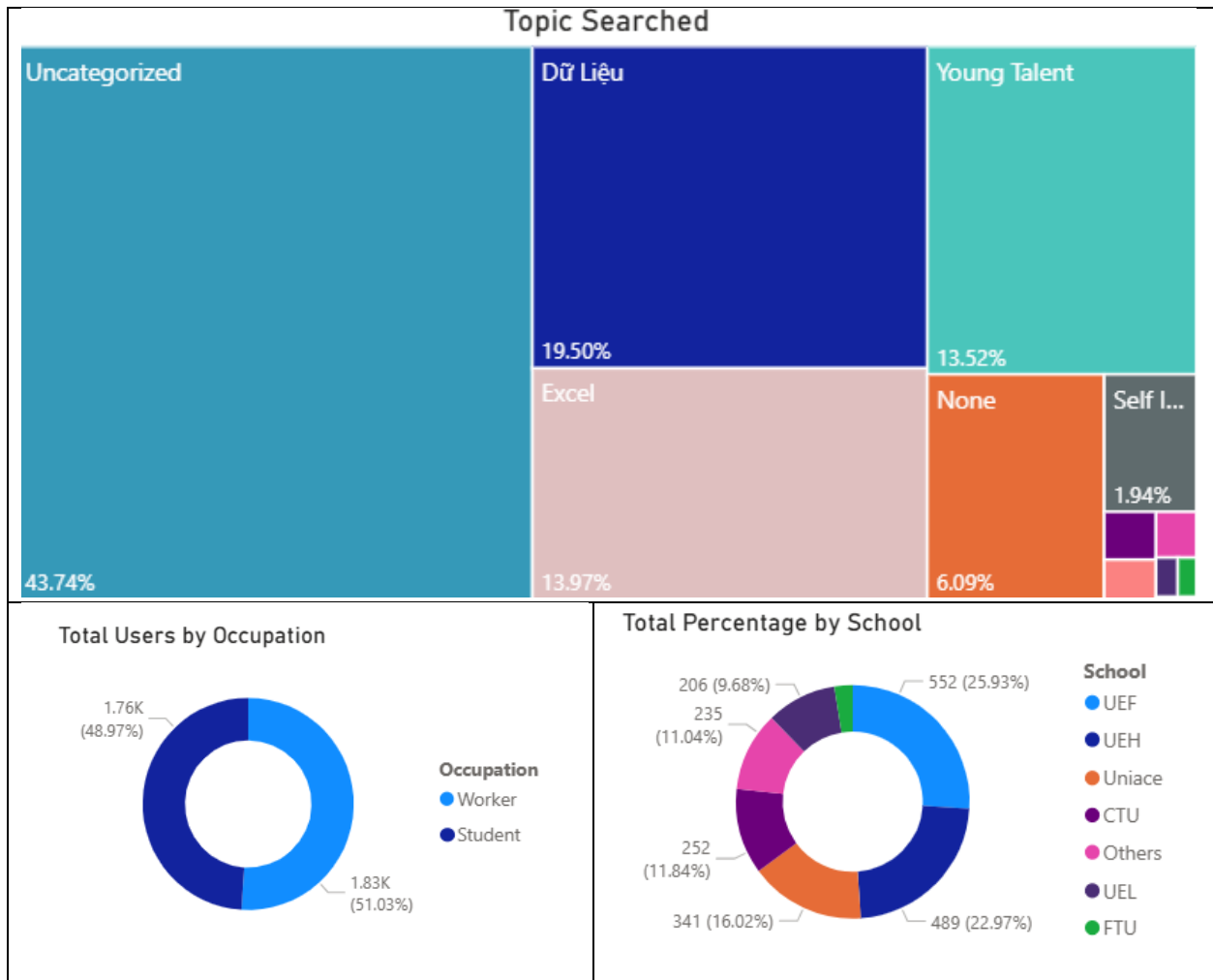| Bounce rate |
| --- |
| 9.21% |
| Page per Session |
| 3.95 |
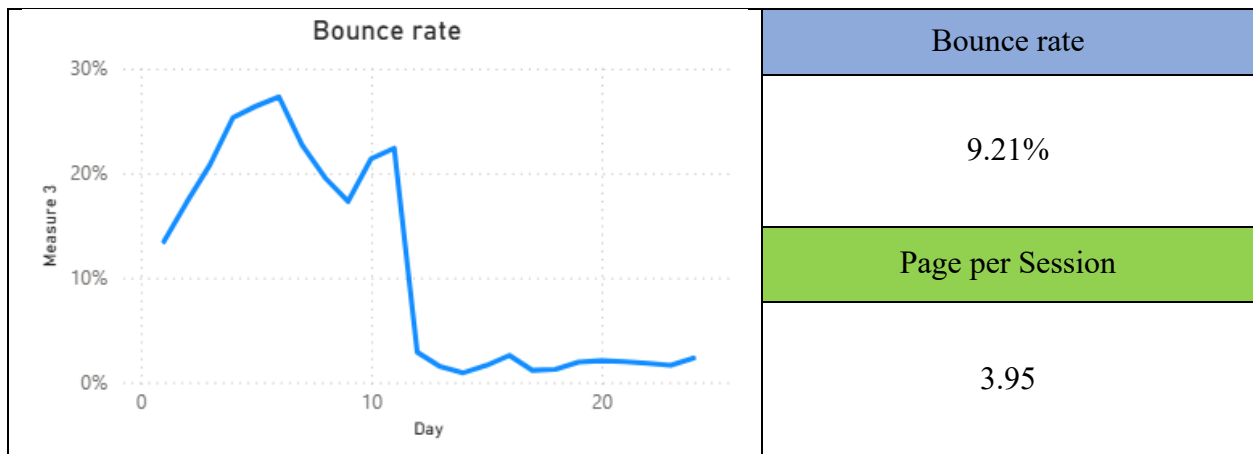
- **Bounce rate** refers to the percentage of visitors who land on a page and leave without interacting further.
- A bounce rate of 9.21% is exceptionally low, which is a positive sign. It indicates that visitors are finding our content relevant and engaging, as they're staying on our site and likely exploring more pages.
- **3.95 pages per session** means that users are **viewing almost 4 pages** per visit, which is generally a **good sign** of **high engagement.**

  ➢ Visitors are **actively engaging** with the content, suggesting that the content is **relevant and engaging** enough to make them stay.

3. Balance between Organic and Internal Traffic.

Type of Traffic		Search Engine	Count
		Other	26338
		Google	15574
22.44K (49.81%) Internal Traffic		Social Media	1455
17.27K (38.32%) Organic Traffic		Cốc Cốc	1196
5.35K (11.87%) Paid Traffic		Yahoo	250
		Microsoft	246
		Total	**45059**

- **38.32%** of the total traffic is from organic sources, which is a strong sign that the website is performing well in **search engine rankings**. **Google is our primary traffic source and drives a substantial amount of organic traffic.** Google, Cốc Cốc, Yahoo, Microsoft account for 37.9% of the total access.

- **49.81%** of the traffic is coming from **internal sources**, which suggests that a **significant portion of audience is returning to the website or accessing it through internal means** (e.g., email campaigns, bookmarks, internal links, etc.).

  ➢ Uniace website has a **good balance of organic and internal traffic, indicating solid SEO performance and high user engagement.**

4. Topic Interest and User Demographics

Topic Searched

| Uncategorized 43.74% | Dữ Liệu 19.50% | Young Talent 13.52% |
| | Excel 13.97% | None 6.09% | Self I... 1.94% |

Total Users by Occupation

1.76K (48.97%)

1.83K (51.03%)

Occupation
- Worker
- Student

Total Percentage by School

- 206 (9.68%)
- 235 (11.04%)
- 552 (25.93%)
- 252 (11.84%)
- 341 (16.02%)
- 489 (22.97%)

School
- UEF
- UEH
- Uniace
- CTU
- Others
- UEL
- FTU

- Most searched topics were Dữ Liệu (Data) and Excel, which account for a notable amount of the total searched topic (19.50% and 13.97% respectively)
- There is a **nearly equal split between students and workers**, indicating that both groups are actively using the platform, with content relevant to both audiences (48.97% and 51.03% respectively).
- Specifically, **the UEF and FTU schools contribute the most traffic**, suggesting a strong base of users from these universities. In addition, mainly student from the south of Vietnam.

  ➢ Mostly the visitors of the website are Student and Worker who are currently interested in data-related topic. Moreover, Student from the south of Vietnam appear to have significant attention to this type of topic.